



CYBER COMPETITION BRIEF

THE CLIENT

Founded in early 2010 by a group of international development organisations working in conflict areas, including Oxfam, concerned individuals and bloggers, Channel 16 is an online campaign that aims to mobilise citizens to be engaged and take action to protect and change the lives of people living in armed conflicts and humanitarian crises.

Channel 16 is an internationally recognised distress frequency, designated for emergency communication. This is what inspired the launch of www.Ch16.org to become the one place for urgent action alerts accompanied by blogs and news from people living on the front line.

Channel 16 aims to turn ordinary people, when faced with a crisis, into active and engaged global citizens who can connect and build a global movement to protect and assist people in conflict and crisis.

The website was launched in May.

THE BRIEF

To create an online ad that raises awareness of Ch16.org and pushes people to sign up to be part of the global community.

Why Are We Advertising?

The problem

- People lose their homes and livelihoods in man made and natural disasters.
- Poverty makes the humanitarian effect of disasters so much worse.
- People are directly affected by horrific violence or can be forced into joining armed groups.
- Irresponsible trade in arms and ammunition fuel conflict, insecurity, human rights violations and undermines a societies' ability to overcome poverty
- Millions of people live in a *state of crisis* in the world's conflict and disaster zones. They are caught between warring parties or hit by "natural" disasters. They face the threat of eviction, rape, severe injury or death every day.
- 42 million people have been forcibly uprooted by conflict and persecution worldwide.
- Natural disasters have more than doubled since the 1980s.
- People in crisis are often not given the protection or help they need and are vulnerable to abuse.

What can I do?

Be part of a global community that responds to emergencies and crises.

- Sign up to Ch16.org
- Read/Hear/Watch first hand personal accounts from the front line of crises
- Take Actions:
 - Share and spread the word
 - Add your voice to calls on leaders to protect civilians caught up in crises and resolve the root causes of conflicts.
 - Engage communities to hold decision makers and leaders to account.
 - Connect with others around the world to find ways to respond to crises

TARGET AUDIENCE

18-40 year olds concerned about the issues facing people in crises, but are unsure what to do. Typically across the globe they will be engaged in social networks and pay attention to what happens around the world.

These people will have online access either on mobiles, or more traditional means and are citizens in the developed and developing world.

KEY MESSAGE

Situation = Critical

Action = Urgent

Protect and Change the lives of people in crisis, sign up to Ch16

tone of voice

Empowering, Direct, Active: we need YOU to make a difference.

The campaign is about solidarity, engagement, emergency response and protection.

The tone is provocatively optimistic.

The focus is on putting people first.

MANDATORY INCLUSIONS

Ch16 logo

www.ch16.org